Company Tracking Number: WMI1534 SOLUTIONS FOR WOMEN FLYER

TOI: LTC031 Individual Long Term Care Sub-TOI: LTC031.001 Qualified

Product Name: MM500-P-AR et al.

Project Name/Number:

### Filing at a Glance

Company: Massachusetts Mutual Life Insurance Company

Product Name: MM500-P-AR et al.

SERFF Tr Num: LFCR-126338214 State: Arkansas

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed State Tr Num: 43754

Sub-TOI: LTC03I.001 Qualified Co Tr Num: WMI1534 SOLUTIONS State Status: Closed

FOR WOMEN FLYER

Filing Type: Advertisement Reviewer(s): Marie Bennett

Author: Smith Darlene Disposition Date: 10/19/2009
Date Submitted: 10/12/2009 Disposition Status: Filed

Implementation Date Requested: On Approval

State Filing Description:

#### **General Information**

Project Name: Status of Filing in Domicile: Not Filed

Project Number:

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Overall Rate Impact:

Filing Status Changed: 10/19/2009 Explanation for Other Group Market Type:

State Status Changed: 10/19/2009

Group Market Type:

Implementation Date:

Deemer Date: Created By: Smith Darlene

Submitted By: Smith Darlene Corresponding Filing Tracking Number:

Filing Description:
Please see cover letter

### **Company and Contact**

#### **Filing Contact Information**

Karina Amaral, Compliance Analyst 1 - karina.amaral@lifecareassurance.com

Advertising

21600 Oxnard Street 818-867-2307 [Phone] Suite 1500 818-867-2508 [FAX]

Woodland Hills, CA 91367

Company Tracking Number: WMI1534 SOLUTIONS FOR WOMEN FLYER

TOI: LTC031 Individual Long Term Care Sub-TOI: LTC031.001 Qualified

Product Name: MM500-P-AR et al.

Project Name/Number:

#### **Filing Company Information**

(This filing was made by a third party - LCA01)

Massachusetts Mutual Life Insurance Company CoCode: 65935 State of Domicile: Massachusetts

Long Term Care Administrative Office Group Code: 435 Company Type:

P.O. Box 4243 Group Name: State ID Number:

Woodland Hills, CA 91365-4243 FEIN Number: 04-1590850

(818) 867-2450 ext. [Phone]

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#### **Filing Fees**

Fee Required? Yes
Fee Amount: \$25.00
Retaliatory? No

Fee Explanation: \$25.00/form x 1 form = \$25.00

Per Company: No

COMPANY AMOUNT DATE PROCESSED TRANSACTION #

Massachusetts Mutual Life Insurance Company \$25.00 10/12/2009 31217369

 SERFF Tracking Number:
 LFCR-126338214
 State:
 Arkansas

 Filing Company:
 Massachusetts Mutual Life Insurance Company
 State Tracking Number:
 43754

Company Tracking Number: WMI1534 SOLUTIONS FOR WOMEN FLYER

TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified

Product Name: MM500-P-AR et al.

Project Name/Number:

## **Correspondence Summary**

#### **Dispositions**

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	10/19/2009	10/19/2009

Company Tracking Number: WMI1534 SOLUTIONS FOR WOMEN FLYER

TOI: LTC031 Individual Long Term Care Sub-TOI: LTC031.001 Qualified

Product Name: MM500-P-AR et al.

Project Name/Number: /

#### **Disposition**

Disposition Date: 10/19/2009

Implementation Date:

Status: Filed

Comment: THE SUBJECT ADVERTISING IS APPROVED FOR USE IN ARKANSAS SUBJECT TO PRIOR APPROVAL BY THE DEPARTMENT OF AN ASSOCIATION AS REQUIRED BY ACA 23-97-203. THE REQUIRED DOCUMENTATION FOR APPROVAL OF AN ASSOCIATION SHOULD BE SUBMITTED TO MS. ROSALIND MINOR FOR REVIEW.

Rate data does NOT apply to filing.

Company Tracking Number: WMI1534 SOLUTIONS FOR WOMEN FLYER

TOI: LTC031 Individual Long Term Care Sub-TOI: LTC031.001 Qualified

Product Name: MM500-P-AR et al.

Project Name/Number: /

Schedule Item Schedule Item Status Public Access

Supporting DocumentCover letterYesFormSolutions for Women FlyerYes

 SERFF Tracking Number:
 LFCR-126338214
 State:
 Arkansas

 Filing Company:
 Massachusetts Mutual Life Insurance Company
 State Tracking Number:
 43754

Company Tracking Number: WMI1534 SOLUTIONS FOR WOMEN FLYER

TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified

Product Name: MM500-P-AR et al.

Project Name/Number: /

#### Form Schedule

Lead Form Number: WMI1534

Schedule	Form	Form Type Form Name	Action	Action Specific	Readability	Attachment
Item	Number			Data		
Status						
	WMI1534	Advertising Solutions for Womer	n Initial		0.000	WMI1534
		Flyer				submitted 10-
						6-09.pdf

**Solutions** for Women

# Life is a balancing act

Family. Career. Community. Self.



The purpose of this material is the solicitation of insurance and an agent may contact you.

Insurance Strategies



We'll help you get there.

WMI1534

Massachusetts Mutual Life
Insurance Company is delighted
to offer <insert association name>
members individual long-term care
and disability income insurances,
if you qualify, at a 10% savings.

Long-term care insurance is now available to <insert association name> members (including spouses, partners, parents, grandparents, in-laws, and adult children).

Long term care insurance may help you preserve your independence and protect your assets from the high cost associated with long term care.

If your spouse, children or parents needed ongoing care, you would be there to make sure they are taken care of. You are both a potential caregiver and someone who might need long term care services. Long term care insurance may help provide peace of mind knowing that you have a plan in place to help protect you, your assets and your family from the emotional strain and the high costs associated with the need for long term care. When family members need care, it's the women – wives, sisters, and adult daughters – who are often looked to for help. In fact, these women, many of whom have children to care for, are likely to offer their assistance without being asked. Besides being the primary caregiver for ailing or aging family members, women often become recipients of long-term care services, themselves.

As a professional woman, there are many responsibilities that rest What would happen if you lost your income because of a serious should a need for long-term care arise?

# What will you do to help protect your finances and your family should a need for long-term care arise?\*

No one likes to think about the possibility of needing this type of care, but here's why you should:

- At least 70 percent of people over age 65 will require long-term care services at some point in their lives.<sup>1</sup>
- While only 4.4 percent of the over 65 population live in nursing homes, the percentage increases drastically with age – 15.1 percent of the population over 85.<sup>2</sup>
- Women who reach age 65 could expect to live an average of another 20 years about 3 years longer than men the same age.<sup>3</sup>
- The national average annual cost for a private room in a nursing home is \$77,380.4

<sup>\*</sup>A long term care need typically involves the inability to perform two or more activities of daily living (eating, bathing, dressing, toileting, continence or transferring) without substantial assistance or a severe cognitive impairment, such as Alzheimer's Disease.

<sup>&</sup>lt;sup>1</sup> Economic Report of the President. Council of Economic Advisors. February 2007. Washington, DC: U.S. Government Printing Office. Page 94.

<sup>&</sup>lt;sup>2</sup> Arias E. United States life tables, 2004. National vital statistics reports; vol 56 no 9. Hyattsville, MD: National Center for Health Statistics. 2007

<sup>&</sup>lt;sup>3</sup> Census Bureau, Population estimates, 2008

<sup>&</sup>lt;sup>4</sup> MetLife Mature Market Institute – Market Survey of Nursing Home and Home Care Costs, October 2008

on your shoulders. So many people depend on your success. accident or illness? Are your finances and your family protected

Whether you need care, or find yourself in the position of caregiver, long term care has an influence on your whole family. Long term care insurance can help relieve the emotional and financial strain your family may experience if a long term care need should arise. And the best time to buy long-term care insurance is right now, when you are active and working. So, what are you waiting for?

Did you know individual long term care insurance and individual disability income insurance is available to <insert association name> members, if you qualify, at a 10% savings? Disability income insurance may help you cover an income shortfall if you become sick or injured.

Today, women in the United States have more wealth, recognition and power than ever before. They own 40 percent of all firms<sup>5</sup> and are responsible for 85 percent of consumer and business purchases.<sup>6</sup> But along with this financial power comes risk.

As a working woman, so many responsibilities rest on your shoulders. And so many people depend on your success.

 $<sup>^{\</sup>rm 5}$  Key Facts about Women-Owned Businesses, Center for Women Business Research, 2008-2009 update

<sup>&</sup>lt;sup>6</sup> Chhaochharia, Sweta, Targeting Women: A Financial Perspective (2006)

## What would happen if you lost your income because of a serious accident or illness?

Most people don't like to think about disability, but here's why you should:

- In the year 2007, an estimated 12.8 percent of Americans aged 21-64 reported a disability.<sup>7</sup>
- There is a death caused by a motor vehicle crash every 12 minutes. There is a disabling injury every 12 seconds.8
- Many group long term disability (LTD) plans protect less than 60% of an employee's income.

Supplemental disability income insurance helps provide a sense of security. You will know that if you become disabled and unable to work, your family is better prepared to meet its financial obligations. Disability income insurance may also provide return-to-work benefits, and it may help protect your ability to continue to save for retirement while disabled. It's another important piece of a comprehensive financial strategy.

Don't let your income stop due to a disability. Educate yourself about disability income insurance today.

For more information, please call <xxx-xxx-xxxx>.

Long Term Care Insurance Policy provided by Policy Forms MM500-P et al. (In ID, MM500-P-ID and in NC, MM500-P-NC) and other state variations thereof issued by Massachusetts Mutual Life Insurance Company, Springfield MA 01111-0001. For costs and further details of coverage, including exclusions and reductions or limitations contact your agent or MassMutual at 800-272-2216 for a referral to an agent.

<sup>&</sup>lt;sup>7</sup> Bjelland, M.J., Erickson, W.A., Lee, C.G. (2008, November 8). Disability Statistics from the American Community Survey (ACS). Ithaca, NY: Cornell University Rehabilitation Research and Training Center on Disability Demographics and Statistics

<sup>8</sup> Hedlund, James. Improving Traffic Safety Culture in the United States, December 2007



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TOI: LTC031 Individual Long Term Care Sub-TOI: LTC031.001 Qualified

Product Name: MM500-P-AR et al.

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### **Supporting Document Schedules**

Item Status: Status

Date:

Satisfied - Item: Cover letter

Comments:

Attachment:

AR DOI Cover 10-09-09.pdf



October 9, 2009

Harris Shearer Rate and Form Analyst Arkansas Department of Insurance 1200 West Third Street, Little Rock, Arkansas 72201-1904

RE: MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY – NAIC # 65935

<u>Submission</u> of Advertising Materials To Be Used with

Long Term Care Policy Form MM500-P-AR et al.

WMI1534 Solutions for Women Flyer

Dear Mr. Harris Shearer,

The enclosed advertising material is being submitted for your review and approval. This is meant to be an "invitation to inquire" regarding Massachusetts Mutual Life Insurance Company's long term care insurance coverage.

Thank you very much for your assistance with this submission. If you have any questions, please do not hesitate to contact me.

Sincerely,

Karina Amaral

Compliance Analyst

(800) 366-5463, ext. 2307

Karina.Amaral@LifeCareAssurance.com

Attachment